

Arco + Associates Case Study: Rung for Women

The Challenge: Rung for Women was embarking on their pilot recruiting effort to fill their first class of members. Rung engaged Arco to develop three test messages and then to conduct individual interviews with the test coaching program participants to evaluate which messages resonated most soundly in preparation for the upcoming recruiting campaign.

The Solution: Participants were asked an array of questions relating to which words and phrases they most identified with, how they defined their Rung experience, and their preferences on certain verbiage to represent themselves and Rung. The 9 women were told to preferentially order language that could serve as potential taglines, CTAs, and program summaries.

The Results: The proposed messaging proved to ring true across the board.

- Three main qualities were recognized as reoccurring themes of how Rung was defined during conversations:
- Two taglines emerged as front runners based on the participants' rankings:
- A paragraph outlining the program was read aloud to each woman, and as a concept averaged a ranking of **2.77** on a scale of 1 (least relevant) to 3 (most relevant).



Collaborative, Empowering, and Relatable



**Collaborate. Change. Conquer.
Your Life. Elevated.**

At Rung for Women, we celebrate boldness. We applaud those willing to seize the opportunity to achieve more. To get unstuck. Women exercise unwavering perseverance every day – in the way we work, in the way we take care of our families, and in the way we pursue our passions. As a woman, you don't need strength – you have more than enough. We equip women with the resources needed to create change, to move from surviving to thriving – and to live their life, elevated.

- Key words were identified by the participants when asked how they define themselves as women. These included:



**strong, focused, motivated, resilient,
purposeful, determined, empathetic,
and powerful**

The resulting information was used to create a brand voice guidelines document for the Rung team to use in all future communications, including website language, social media content, and marketing collateral. In addition, Arco + Associates rewrote the Rung website to more closely reflect their offerings and this messaging.

“ Quotes from participants after reading the messaging:

“helps me tap into my inner shero”

“exactly what my Rung coach tells me when I need a confidence boost”

“I am the epitome of that idea”



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